



DEAKIN
UNIVERSITY AUSTRALIA

Worldly

ANNUAL REPORT 2014

DEAKIN SPORT MANAGEMENT ALUMNI

SUPPORTING DEAKIN TO
BECOME AUSTRALIA'S MOST
PROGRESSIVE UNIVERSITY



NOTE FROM THE COMMITTEE CHAIR



On behalf of the Alumni Advisory Committee, we are pleased to present the 2014 Annual Report. It is with much delight we reflect on the inaugural year for the Chapter, which has been an important step towards further strengthening our ties and interactions with industry and partners to assist Deakin University achieve its mission of becoming Australia's most progressive university.

The Chapter is among the newest additions to the Alumni structure of Deakin, and builds on the Sport Management Program's reputation as Australia's first and most recognised Sport Management Program. In 2014, we were ranked the 3rd best postgraduate course globally by Sport Business International, a feat in part due to the contribution of our Alumni who play a central role in the program as advisors, guest speakers, providers of opportunities for students and graduates and promoters of the Deakin Sport Management brand.

As highlighted in our 2014 functions, the Deakin Sport Management Alumni has a strong footprint across industry nationally and internationally. In total, over 120 alumni representing all 25 years of the program attended an event in 2014, with the Chapter activities providing a platform for contact with many others who we will continue to engage with as the chapter evolves. The events provided a wonderful showcase of the breadth and quality of our alumni, and the enthusiasm and passion for the program and industry was clear.

The success of the Chapter is primarily due to the support of the alumni, the efforts of the alumni committee, and support from the Pro Vice-Chancellor and staff members from

the Faculty of Business and Law and Deakin Central Alumni. On behalf of the Chapter, we extend our thanks to those who committed time and resources to support the Chapter in its inaugural year. Likewise, we thank our Industry speakers and guests – among them the CEO of VicSport and major events including the 2015 Cricket World Cup and 2015 Netball World Cup – who enthusiastically played a role in our activities in 2014.

We look forward to the Chapter's future and extending its value for our alumni community in the upcoming years.

Dr Adam Karg
Senior Lecturer, Sport Management
Program Chair, Sport Management Alumni
Advisory Committee
Deakin University

FROM THE PRO VICE-CHANCELLOR, FACULTY OF BUSINESS AND LAW



It gives me considerable pleasure to provide the foreword for the 2014 Sport Management Alumni Annual Report. This inaugural report highlights the activities undertaken in the Sport Management Alumni Chapter's first year.

Key highlights for the year have been the foundation of the chapter and the initial enthusiasm shown by graduates of the program to engage with the events and activities of the Chapter. Melbourne obviously represents a significant sporting market, with the Deakin program and its Alumni demonstrating a substantial footprint across Australia's sporting centre. With graduates now spanning 25 years, and the program ranked third globally in 2014 for postgraduate sport management courses, the Alumni chapter provides a platform to connect graduates and an opportunity to demonstrate the leadership and strength of the program across the sport industry.

The initial launch event in April was very well attended and included a presentation from Michael Brown, CEO of the Organising Committee of the 2015 Asian Cup, Australia's largest sporting event since the 2000 Olympics. Alongside this, the annual Sport Management program awards were presented. Sponsored by organisations including the AFL, Netball Australia, Melbourne Cricket Club, IMG, Cricket Australia and Cricket Victoria, the awards highlight our strong industry links, and provide deserved recognition of excellence across the program. The second event, held in October

provided a lively and engaging discussion on careers in sport management featuring Mark McAllion, CEO of VicSport, Marne Fechner, CEO of the World Netball Championships and Professor David Shilbury, Chair Sport Management program. The timing of this event also provided a great opportunity to welcome our newly completed graduates to the Alumni Chapter.

My sincere thanks goes to the leadership provided to the Deakin Sport Alumni Advisory Committee for their work in establishing and driving the initial direction of the Chapter and the event speakers for giving up their time to contribute to the program. We are thankful and proud to have such a capable and energetic group of individuals and I wish you all the best for 2015.

Warm regards

Mike Ewing
Pro Vice-Chancellor and Executive Dean

TABLE OF CONTENTS

Note from the Committee Chair	i
From the Pro Vice-Chancellor, Faculty of Business and Law	ii
Structure of the Chapter	1
University support	2
2014 Chapter activities	3
2015 event schedule	5
Committee profiles	6

STRUCTURE OF THE CHAPTER

Two-thousand-and-fourteen was the inaugural year for the Chapter, with Chapter activities guided by a five-member advisory committee led by Dr Adam Karg, Senior Lecturer in the Sport Management Program.

The inaugural committee – Kate Bidwell, Georgie Herbert, Joel Morrison and Tim Murdoch – were nominated by Faculty and chosen to represent the advisory committee in its initial stages. All are past graduates of the program, with a mandate to plan and lead the Chapter, engage peers and partners of the program and encourage alumni to develop and extend their connection with the Sport Management Program and University. All have been appointed on a volunteer basis on a two year term (2014–15), with a view to develop a structure that will encourage the growth and sustainability of the Chapter.

In the inaugural year of the committee, there were no formal roles assigned. Rather, collectively the group took on the following roles and responsibilities.

Advisory role – To represent the voice of alumni back to the School and Faculty

- Advise on and identify meaningful engagement opportunities which will appeal to graduates of Sport Management including event themes, speakers and venues, and identifying any professional development needs of alumni.

Ambassador role – To represent Deakin University within existing professional networks

- Identify and facilitate opportunities for partnerships, networking and information sharing with the wider industry and community. To keep up-to-date with Deakin Alumni Central Office activities and share benefits with networks to encourage membership. To attend engagement events and provide the School and Faculty with feedback.

Strategic role

- Advise and recommend the best structure for the advisory committee going forward including development of a strategic plan (for the period 2016–17).

The vision and goals of the Chapter were set in line with the objectives of the Faculty of Business and Law and are aligned with the 'value' and 'experience' components of the Deakin LIVE Strategic Plan. The vision of the Chapter is to provide a relevant and vibrant alumni community for sport management graduates and professionals to further enhance their careers and personal development. The Chapter sustains its activities through financial support from the Faculty and University and is grateful for this support over the inaugural activities in 2014.

A strategic plan will be developed in 2015 to further establish the strategy and activities through and beyond its inaugural years. The activities of the Chapter in its formation years are focussed primarily on networking activities that add tangible value to the alumni community. In future years, professional development sessions and workshops aim to target and extend expertise in specific areas, providing relevant lifelong learning resources for our alumni.

THE VISION OF THE CHAPTER IS TO PROVIDE A RELEVANT AND VIBRANT ALUMNI COMMUNITY FOR SPORT MANAGEMENT GRADUATES AND PROFESSIONALS TO FURTHER ENHANCE THEIR CAREERS AND PERSONAL DEVELOPMENT.

UNIVERSITY SUPPORT

A number of University staff directly assisted with the day-to-day organisation and management of the Chapter providing invaluable support to the executive and steering committee.

The key University liaisons in 2014 were:

- Felicity Becker (Alumni Engagement Officer)
- Kim Williamson (Events and External Relations Coordinator)
- Alex Kuo (Marketing Manager, Faculty of Business and Law)
- Connie Cook (Faculty Web Coordinator)
- Megan Smith (Faculty Marketing Group)
- Nick Ng (School of Management and Marketing)

2014 CHAPTER ACTIVITIES

MEETINGS

Chapter Committee meeting 1: 12 February 2014 – Foundation meeting (Deakin University Melbourne City Centre)

Chapter Committee meeting 2: 23 June 2014 – Planning meeting (Deakin University Melbourne City Centre)

AGM: Week of 15 December 2014 (Deakin University Melbourne City Centre)

EVENTS

NETWORKING EVENT #1

SPORT MANAGEMENT ALUMNI CHAPTER LAUNCH

WEDNESDAY 9 APRIL 2014

DEAKIN UNIVERSITY MELBOURNE CITY CENTRE

Deakin's newest alumni chapter held its official launch on Wednesday 9 April at the Deakin University Melbourne City Centre. Around 90 of Deakin's Sport Management alumni and guests attended from a range of sport organisations including national and state sporting organisations, government, player associations and professional teams as well as sport and event brands. The evening's highlight was the keynote speech by Mr Michael Brown, CEO of the Organising Committee of the 2015 Asian Cup, Australia's largest sporting event since the 2000 Olympics. Michael gave insights into the complex challenge of bringing the Asian Cup to Australia in 2015 and the planned outcomes for the upcoming event.

The night also saw the program's 2013 undergraduate and postgraduate student awards presented by Associate Professor Pamm Phillips and award sponsors. Recipients of these awards were:

- Sally Dwyer – AFL Best Student in Sport Marketing Award
- Daniel Gardner – Netball Australia Sport Marketing Plan Award
- Sanjay Schuback – MCC Best Student in Sport and the Law Award
- Claire Kenna – IMG Best Student in Sport Organisation Theory Award
- Melissa Burton – Cricket Australia Sport Marketing Case Study
- Dean Pearce – Cricket Victoria Strategic Management Award



2015 EVENT SCHEDULE

NETWORKING EVENT #2

END OF YEAR NETWORKING NIGHT AND CAREERS PANEL

FRIDAY 24 OCTOBER 2014
HONEY BAR

The Chapter held its second and final event on Friday 24 October at Honey Bar, South Melbourne. The function attracted more than 65 Deakin Sport Management alumni and guests, including 'new alumni' – those completing the studies with the program in 2014. The evening featured a focus on sport management careers, highlighted by a panel featuring Mark McAllion, CEO, VicSport, Marne Fechner, CEO, 2015 World Netball Championship and Professor David Shilbury, Chair, Deakin Sport Management Program. The panel was hosted by alumnus Danny Matthews and explored career development, advice for success and the direction of the sport management profession.



The two core events of the Deakin Sport Management Alumni Chapter will again be held in April and October.

Tuesday 21 April 2015: Networking and Awards Night – Deakin University Melbourne City Centre

Tuesday 27 October 2015: End of Year Function – venue to be confirmed

Other professional development and networking events will be confirmed in 2015.



COMMITTEE PROFILES

Sport Management Alumni committee



ADAM KARG

Adam Karg, PhD, is a Senior Lecturer for Sport Management undergraduate and postgraduate students at Deakin University. His PhD thesis investigated the design of sport organisations in Australia and prior to that, he completed a Bachelor of Commerce majoring in Sport Management and Sport Economics and achieved a first class Honours degree in Sport Marketing. He teaches undergraduate and postgraduate courses in Sport Marketing, Sport Promotions and Public Relations, Sport Broadcasting and Sport Organisation, and is the recipient of Teaching and Learning awards at Deakin University.

Adam is also engaged in a wide range of consulting and research activities with national and state sporting organisations, governing bodies, charities, sport technology start-ups and more than 35 professional sport clubs including AFL, Big Bash League, A-League, NRL, ANZ Championship and Super 15 teams. Through this work he has developed as one of the country's leading researchers on fan development, season ticket holder and membership services related to satisfaction, fan engagement and loyalty. Additionally, he continues to undertake and publish research in the areas of consumer behaviour, sponsorship, branding and media consumption.



KATE BIDWELL

Kate Bidwell is Co-Founder and Managing Partner of Catalyst Consulting & Events. An accomplished major events professional, she has worked on some of the world's largest events in the United Kingdom, all around Asia, the Middle East, Australia and New Zealand. To name a few: the Commonwealth Games, Asian Games, Rugby World Cup, FIFA Club World Cup, Asian Football Confederation tournaments (including AFC Asian Cup and Asian Champions League), Formula 1 and the Australian Open Tennis Championships.

Kate has also worked for multiple International and National Sports Federations and spoken at major event conferences. She holds a Bachelor of Commerce with Distinction majoring in Sport Management and Economics from Deakin University. She also holds a Master of Business (Sport Management) from Deakin University. Kate is currently studying a Juris Doctor (Postgraduate Law degree) with RMIT University, to further her understanding of law within the business of sport and major events.



JOEL MORRISON

Joel Morrison is the Operations Specialist for Cricket Australia's Big Bash League (BBL) and is part of the management team responsible for the establishment and development of Australia's fastest growing sporting league. Originally from the Northern Territory, Joel moved to Melbourne in 2007 to commence his Bachelor of Commerce degree at Deakin University majoring in Marketing and Sport Management. Mid-way through 2007 Joel began working for the Australian Football League (AFL) in the Game Development Department before being promoted to a position within the Football Operations Department in early 2010, where he was responsible for managing match operations, the AFL's tribunal and match review panel, administering the AFL's rules and regulations and the AFL draft and trade period.

In late 2012 Joel accepted his current position at Cricket Australia and is responsible for the operational delivery of the BBL including player contracting, fixturing, and managing the competition's rules, regulations and policies. Joel was also recently appointed as Cricket Operations Manager for the 2014 Champions League Twenty20 tournament in India and Cricket Services Manager for the 2015 Cricket World Cup and will fulfil both roles in addition to his position at Cricket Australia.



TIM MURDOCH

Tim Murdoch graduated from Deakin's Master of Business (Sport Management) in April 2014. During his time at Deakin Tim experienced studies as both an online student studying from Perth and then as an on-campus student after moving to Melbourne. Tim is currently Member Services Manager with Netball Victoria, where he is responsible for the management of the member services department, including a database of over 112,000 members. While studying at Deakin Tim worked full time as the Head of Rowing for Methodist Ladies College and then later as the Club Development Officer at Rowing Victoria.

He is passionate about organisational development at both the grassroots and NSO/SSO level of sport. Tim is widely respected amongst his peers for his pragmatic approach and continued drive to develop and innovate new ideas to improve sport organisations and sports products. Tim is also a passionate sports photographer and can often be spotted on the sideline of many sporting events.



GEORGIE HERBERT

Georgie Herbert is currently Commercial Operations Manager at the AFL Players' Association, looking after licensing, events and a number of sponsorships with a major focus on the continued development of licensed player products and memorabilia, the annual Most Valuable Player Awards dinner and building the commercial opportunities of the 'PA. Prior to her current role, she was the General Manager, Commercial Operations at Football Federation Victoria overseeing the newly created Victorian Champions League and the FFV's joint venture with Melbourne Victory to establish the Victory women's team to compete in the W-League.

She also held a number of roles at Hockey Australia over a six-year period from 2003, including a secondment with the 2006 Australian Commonwealth Games teams as a member of the headquarters staff operating out of the Athlete's Village, and a trip to the 2008 Beijing Olympic Games to support the Hockeyroos and Kookaburras. Georgie graduated from Deakin in 2002, having completed a Bachelor of Commerce (Sport Management) and Arts (History). She has since completed a Master of Business (Marketing) at RMIT.



Deakin University

Faculty of Business and Law

70 Elgar Road
Burwood VIC 3125
Australia

Central Alumni Office

Geelong Warn Ponds Campus
Locked Bag 20000
Geelong VIC 3220
Australia

Deakin Sport Management Alumni

T: +61 3 9244 6560
E: sportmgt@deakin.edu.au
deakin.edu.au/business/alumni/sport-management

 Deakin University Sport Management Program

 Deakin Sport Management Alumni and Students